

## **ABSTRACT**

### **SERVICE STANDARD FRONT DESK AGENT AT MD7 HOTEL CIREBON**

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In this study the authors took the title "Service Standards of Front Desk Agent at MD7 Hotel Cirebon". The purpose of this study was to determine the extent of the implementation of service standards carried out by front desk agents in carrying out their duties and responsibilities at MD7 Hotel Cirebon. In its implementation, the front desk agent service reflects the five dimensions of service quality based on SERVQUAL theory, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The research method used is quantitative descriptive method, with data collection techniques in the form of questionnaires distributed to 20 internal staff of MD7 Hotel Cirebon. Based on the results of the study, an overall average value of 1.288 was obtained, namely Strongly Agree (SS) or very good, so it has been running well and has made several efforts to overcome obstacles to Front Desk Agent Service Standards at MD7 Hotel Cirebon.

Keywords: Service Standard, Front Desk Agent